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REMARKS

Claims 1-25 and 27-44 are all the claims presently pending in the application.

While Applicants believe that all of the claims are patentable over the cited references, to speed prosecution, independent claims 1, 37, 39, 40, 42, and 43 have been amended merely to incorporate the features of dependent claim 26 in order to define more clearly the features of the invention. Claim 26 correspondingly is canceled without prejudice or disclaimer.

It is noted that the claim amendments are made only for more particularly pointing out the invention, and not for distinguishing the invention over the prior art, narrowing the claims or for any statutory requirements of patentability. Further, Applicant specifically states that no amendment to any claim herein should be construed as a disclaimer of any interest in or right to an equivalent of any element or feature of the amended claim.

Claims 1-44 stand rejected under 35 U.S.C. § 112, second paragraph.

Claims 1-44 also stand rejected on prior art grounds. Claims 1-6 and 37-44 stand rejected under 35 U.S.C. § 102(b) as being anticipated by Barnett (U.S. Patent No. 5,727,129). Claims 1-44 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Herz (U.S. Patent No. 6,460,036).

These rejections are respectfully traversed in the following discussion.

I. THE CLAIMED INVENTION

The claimed invention is directed to a method for automatically personalizing web portals and web services based upon usage history.

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In an illustrative, non-limiting embodiment as defined by independent claim 1, a

method of displaying predetermined objects on a web page accessed by a user, includes

one of displaying only those objects of said web page which said user has accessed a

predetermined number of times previously, and displaying only those objects of said web

page which said user has specified in advance. If at least one of a number of visits to a

web site is determined to exceed said predetermined number of times and if the user has

specified the user's preferences in advance, the next time the user visits the site, the user

obtains a version of the site that has been customized to the user's previous visits, such

that a browser of the user does not download text and graphics that are not used by the

user said predetermined number of times.

Somewhat similarly, the exemplary embodiments as defined by independent

claims 37, 39, 40, 42, and 43, disclose displaying only those objects of a web page which

the user accesses a predetermined number of times or only those objects of a web page

which a user has specified in advance.

Conventionally, most users who access web sites typically do not care about all of

the services and information offered by the site but, instead, usually access the site for

only specific information. That is, a repeat user will normally use only part of the site.

Therefore, repeated visits can show exactly what part of the site the user normally

accesses.

However, convention browsers are unaware of these user usage patterns for

specific portal sites.

Thus, conventional browsers will display *all* of the contents of a portal site,

including contents that normally are not used by the user, which results in irrelevant

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display of information and causes a hindrance to the user or a hindrance to the device

being used to access the web page (e.g., handheld devices, voice browsers, etc.). By

repeatedly downloading, processing, and displaying information that will not likely be

used, conventional browsers waste resources, slow down the system, and take up

unnecessary bandwidth, thereby resulting in inefficient Web sessions.

The claimed invention, on the other hand, provides a method and system of

displaying predetermined objects on a web page accessed by a user, including displaying

only those objects of the web page which the user has accessed a predetermined number

of times previously or displaying only those objects of the web page which the user has

specified in advance.

With the unique and unobvious aspects and features of the invention, it is

unnecessary for the browser to display contents of the web site that will not be of

immediate interest to the user.

In other words, as the user repeatedly visits sites of interest and selectively uses

entries, or if the user explicitly specifies to the system the entries of interest, the browser

can determine what parts of the Web site to display to the user and in what order.

Thus, if the user is using a device with limited form factor or is on a slow

bandwidth connection, a more efficient Web session will result as the resources of the

browser will not be wasted on irrelevant objects, and the user's system and display of

relevant contents will not be unnecessarily slowed (e.g., see specification at page 4, line

20, to page 5, line 4).

Moreover, if the user faces other challenges to web accessibility (for example, as

a result of other alternative access strategies (voice access, etc.) or cognitive and/or

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physical disabilities), the system can personalize Web sites to suit the user's

requirements.

Further, if the user has limited time to access web resources, the invention

provides a more efficient browser because the user will not have to sift through

information on the Web *site* that is not relevant to the user's goals (e.g., see specification

at page 5, lines 4-11).

II.   THE REJECTION UNDER 35 U.S.C. § 112

Claims 1-44 stand rejected under 35 U.S.C. § 112, second paragraph.

The Examiner alleges that the term "objects" is ambiguous because it is not clear

whether the *"web page itself is an object"* (see Office Action at page 2, numbered

paragraph 4.

However, Applicants respectfully submit that claim 1, for example, defines *"[a]*

method of displaying predetermined objects on a web page accessed by a user" which

clearly establishes and defines that the *"objects"* are *"on a web page"*. Thus, Applicants

respectfully submit that interpreting the claim to read "predetermined *web pages* on a

web page" would not be reasonable or consistent with the specification or claims.

Moreover, interpreting the term "object" to be an "object of concern" clearly is

inconsistent with the use of the term "objects on a web page" in the specification and the

claims in the context of the other claims and the disclosure of the invention (as opposed

to performing a word search of the specification for the term "object", e.g., "object of the

invention").

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Accordingly, Applicants respectfully submit that one of ordinary skill in the art

clearly would know the metes and bounds of a *"predetermined object on a web page*

accessed by a user" in light of the specification, drawings, and other claims of the

original disclosure.

Thus, the Examiner respectfully is requested to withdraw this rejection.

III.   THE PRIOR ART REJECTIONS

A.   Claims 1-6 and 37-44 stand rejected under 35 U.S.C. § 102(b) as being

anticipated by Barnett.

As mentioned above, claims 1, 37, 39, 40, 42, and 43 have been amended to

incorporate the features of dependent claim 26, thereby rending the rejection of claims 1-

6 and 37-44 moot.

B.   Claims 1-44 stand rejected under 35 U.S.C. § 103(a) as being unpatentable

over Herz.

Applicants' remarks submitted in the Amendment under 37 C.F.R. § 1.111 filed

on March 17, 2004, and under 37 C.F.R. § 1.116 filed on July 12, 2004 are incorporated

herein by reference, for the Examiner's convenience.

As mentioned above, claims 1, 37, 39, 40, 42, and 43 have been amended to

include the features of dependent claim 26.

<u>For at least the following reasons, Applicants respectfully traverse this rejection.</u>

Applicants respectfully submit that Herz does <u>not</u> disclose or suggest all of the

features of the claimed invention, <u>and does not teach or suggest the complete detail as</u>

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recited in the claims. Therefore, Herz clearly does <u>not</u> anticipate, or render obvious, the

claimed invention as defined by independent claim 1.

Indeed, Herz is <u>not</u> even concerned with the same problems addressed by the

claimed invention, and further, is <u>not</u> capable of solving those problems identified and

solved by the claimed invention.

Moreover, Herz does <u>not</u> disclose or suggest all of the features of the claimed

invention.

For example, the claimed invention is concerned with displaying predetermined

objects "<u>on a web *page* accessed by a user</u>", while, in contrast to the claimed invention,

Herz merely is concerned with <u>information searching techniques.</u>

For example, independent claim 1 recites a method of displaying "predetermined

objects <u>on a web *page* accessed by a user</u>" including:

> <u>one of displaying only those objects</u> of said web page <u>which
> said user has accessed a predetermined number of times
> previously,</u> and <u>displaying only those objects</u> of said web page
> <u>which said user has specified in advance,</u>
>   wherein if at least one of a number of visits to a web site is
> determined to exceed said predetermined number of times and if
> the user has specified the user's preferences in advance, <u>the next
> time the user visits the site, the user obtains a version of the site
> that has been customized to the user's previous visits, such that a
> browser of the user does not download text and graphics that are
> not used by the user said predetermined number of times</u> (emphasis
> added).

That is, in the claimed invention, when a user <u>accesses a web *page*,</u> it is

<u>unnecessary for the browser to display contents *of the web page* that will not be of</u>

<u>immediate interest</u> to the user.

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In other words, as the user repeatedly visits *sites* of interest and selectively uses

entries, or if the user explicitly specifies to the system the entries of interest, the browser

can determine what parts of the Web *site* to display to the user and in what order.

Thus, if the user is using a device with limited form factor or is on a slow

bandwidth connection, a more efficient Web session will result as the resources of the

browser will not be wasted on irrelevant objects *of the Web site*, and the user's system

and display of relevant contents will not be unnecessarily slowed (e.g., see specification

at page 4, line 20, to page 5, line 4).

Moreover, if the user faces other challenges to web accessibility (for example, as

a result of other alternative access strategies (voice access, etc.) or cognitive and/or

physical disabilities), the system can personalize Web *sites* to suit the user's requirements

(e.g., see specification at page 5, lines 5-10).

Also, if the user has limited time to access web resources, the invention provides a

more efficient browser because the user will not have to sift through information on the

Web *site* that is not relevant to the user's goals (e.g., see specification at page 5, lines 4-

11).

In contrast to the claimed invention, Herz merely discloses an information

retrieval system for performing research (e.g., searching data for objects of relevance and

interest).

For example, Herz discloses, in the Abstract, that:

> This invention relates to customized electronic identification of
> desirable objects, such as news articles, in an electronic media
> environment, and in particular to a system that automatically
> constructs both a "target profile" for each target object in the
> electronic media based, for example, on the frequency with which

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    each word appears in an article relative to its overall frequency of
use in all articles, as well as a "target profile interest summary" for
each user, which target profile interest summary describes the
user's interest level in various types of target objects. The system
then evaluates the target profiles against the users' target profile
interest summaries to generate a user-customized rank ordered
listing of target objects most likely to be of interest to each user so
that the user can select from among these potentially relevant
target objects, which were automatically selected by this system
from the plethora of target objects that are profiled on the
electronic media. Users' target profile interest summaries can be
used to efficiently organize the distribution of information in a
large scale system consisting of many users interconnected by
means of a communication network. Additionally, a
cryptographically-based pseudonym proxy server is provided to
ensure the privacy of a user's target profile interest summary, by
giving the user control over the ability of third parties to access this
summary and to identify or contact the user.

(see Herz at Abstract, lines 1-25).

    On the other hand, Herz specifically discloses a problem of enabling:

    a user to access information of relevance and interest to the user
without requiring the user to expend an excessive amount of time
and energy *searching* for the information.

(e.g., see Herz at column 1, lines 46-49; emphasis added).

    Moreover, Herz specifically discloses that:

    These hierarchies of clusters then form the basis for menuing and
navigational systems to allow the rapid *searching* of large numbers
of articles. This same clustering technique is applicable to any type
of target objects that can be profiled on the electronic media.

(e.g., see Herz at column 7, lines 43-48; emphasis added).

    Indeed, Herz further discloses that:

    In classical Information Retrieval (IR) technology, the user is a
literate human and the target objects in question are textual
documents stored on data storage devices interconnected to the
user via a computer network. That is, the target objects consist

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           entirely of text, and so are digitally stored on the data storage
devices within the computer network. However, there are other
target object domains that present related retrieval problems that
are not capable of being solved by present information retrieval
technology which are applicable to targeting of articles and
advertisements to readers of an on-line newspaper:

           (a.) ...

           (g.) the user is a net-surfer and the target objects are *links* to pages,
servers, or news groups available on the World Wide Web which
are linked from pages and articles on-line newspaper.

           (h.) ....

(e.g., see Herz at column 9, lines 6-50).

      Thus, Herz merely is concerned with information searching techniques (i.e.,

searching the Web or a data base for relevant objects), instead of displaying

predetermined objects "on a web page accessed by a user", as claimed.

      Accordingly, if the user faces challenges to web accessibility (for example, as a

result of alternative access strategies (voice access, etc.) or cognitive and/or physical

disabilities), the system of Herz clearly could not, for example, personalize Web *sites* to

suit the user's requirements, as would be possible with the claimed invention (e.g., see

specification at page 5, lines 5-10).

      Indeed, Herz does not contemplate, or for that matter even mention, such

problems or solutions as described and solved by the claimed invention, but instead,

merely relates to information searching techniques.

      Notwithstanding the above, Applicants respectfully submit that even assuming

arguendo that Herz and the claimed invention could be considered to be concerned with

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the same problems, Herz still does <u>not</u> disclose or suggest all of the features of the

claimed invention.

As mentioned above, the Examiner alleges that the abstract of Herz discloses that

"there are two stages (sic) of selection: (i) the system automatically selects "from the

plethora of target objects... ", which the Examiner compares to *"a limiting and*

organizing stage " and also that *"(ii) the user can then select from these potentially*

relevant target objects " (see Office Action at page 9, numbered paragraph 26). Thus, the

Examiner alleges that *"it is clear that Herz's method <u>does</u> limit irrelevant objects from*

shown on the page" (see Office Action at page 9, numbered paragraph 25; emphasis

Applicants').

However, Applicants respectfully submit that the claimed invention does <u>not</u>

recite merely *"a limiting and organizing stage "*, or for that matter, recite a method of

merely limiting *"irrelevant objects from shown on the page"* as alleged by the Examiner.

Instead, independent claim 1 recites:

> <u>one of displaying *only* those objects</u> of said web page <u>which</u>
> <u>said user has accessed a predetermined number of times</u>
> <u>previously</u>, and <u>displaying *only* those objects</u> of said web page
> ·<u>which said user has specified in advance,</u>
> wherein if at least one of a number of visits to a web site is
> determined to exceed said predetermined number of times and if
> the user has specified the user's preferences in advance, <u>the next</u>
> <u>time the user visits the site, the user obtains a version of the site</u>
> <u>that has been customized to the user's previous visits, such that a</u>
> <u>browser of the user does *not* download text and graphics *that are*</u>
> *<u>not used by the user said predetermined number of times</u>* (emphasis
> added).

Thus, by displaying <u>only</u> those objects <u>of the web page</u> which meet at least one of

the claimed limitations, the claimed invention provides, for example, a <u>more efficient</u>

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Web session since <u>the browser will not be wasted on irrelevant objects</u> *of the web page*

(e.g., see specification at page 4, line 20, to page 5, line 4).

As another example, if the user faces other challenges to web accessibility (for

example, as a result of other alternative access strategies (voice access, etc.) or cognitive

and/or physical disabilities), the system can personalize <u>Web *sites*</u> (i.e., the web page) to

suit the user's requirements (e.g., see specification at page 5, lines 5-10).

In contrast to the claimed invention, Herz merely discloses automatically

selecting articles (i.e., searching for articles) of interest to a user (e.g., see Herz at column

79, lines 46-47).

Herz is completely silent with respect to *what* objects <u>would be displayed on the</u>

<u>web page</u> when the user selects one of the automatically selected articles (i.e., when the

user "clicks" on <u>the link</u> to one of the automatically selected articles and <u>the web page</u> is

displayed).

That is, Herz does <u>not</u> disclose that the web *page* or *site,* which includes the

article itself, would display <u>only</u> those objects of the web page <u>which the user has</u>

<u>accessed a predetermined number of times previously,</u> or <u>only</u> those objects of the web

page <u>which the user has specified in advance,</u> as claimed.

Contrary to the claimed invention, Herz merely is concerned with <u>information</u>

<u>searching techniques.</u>

For somewhat similar reasons, Applicants respectfully submit that Herz also does

<u>not</u> disclose or suggest all of the features of independent claims 37, 39, 40, 42, and 43.

In other words, by merely disclosing <u>information searching techniques</u> which

<u>merely rank all of the potential or desirable objects and use similarity thresholds</u> as a

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criteria for selecting objects or web pages to be displayed, Herz does <u>not</u> necessarily

disclose or suggest the claimed invention recited in claims 1-25 and 27-44.

Thus, Herz clearly does <u>not</u> teach or suggest all of the features of claims 1-25 and

27-44, nor the advantages arising there from, in which the objects <u>of the web page itself</u>

that are displayed <u>are limited</u> in order to provide efficient Web sessions, such as in cases

where the device used to access the web page has limited resources.

Instead, Herz merely provides <u>an information searching technique</u> or method for

more efficient <u>searching</u> of, for example, a data base or articles on the web.

For at least the following reasons, Applicants submit that there are elements of the

claimed invention that are not taught or suggested by Herz. Therefore, the Examiner is

respectfully requested to withdraw this rejection and permit claims 1-25 and 27-44 to

pass to allowance.

IV.   CONCLUSION

In view of the foregoing, Applicant submits that claims 1-25 and 27-44, all the

claims presently pending in the application, are patentably distinct over the prior art of

record and are in condition for allowance. The Examiner is respectfully requested to pass

the above application to issue at the earliest possible time.

Should the Examiner find the application to be other than in condition for

allowance, the Examiner is requested to contact the undersigned at the local telephone

number listed below to discuss any other changes deemed necessary in a <u>telephonic or</u>
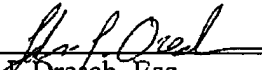
<u>personal interview.</u>

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The Commissioner is hereby authorized to charge any deficiency in fees or to

credit any overpayment in fees to Assignee's Deposit Account No. 09-0441.

Respectfully Submitted,

Date: _January 24, 2005_   _____
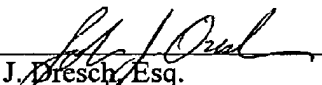   John J. Dresch, Esq.
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CERTIFICATE OF TRANSMISSION

I certify that I transmitted via facsimile to (703) 872-9306 the enclosed
Amendment under 37 C.F.R. § 1.111 to Examiner Wen Tai Lin on January 24, 2005.

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